



LOCATION

North Vancouver, BC

NO. OF EMPLOYEES

75+

INDUSTRY

Events Services

Outback Uncovers Opportunities and Unlocks Insights with Sales Navigator

Challenge:

As its name suggests, **Outback Team Building & Training** helps other companies with team-based professional development efforts, producing more than 1,200 programs annually across all of North America and offering additional coaching and consulting services. Because Outback's sales reps do a vast majority of their business over the phone, they sought a solution that would better prep them for engagements and help build deeper connections. They also needed a better way to track role changes and career moves, because these can be key triggers for their services.

"Over the phone, you don't have the benefit of seeing somebody face-to-face and picking up on body language or other cues. So just those small bits of information on LinkedIn, I find, make the conversation a little more human and a little more connected."



Bryan McWilliams

Employee Engagement Consultant, Outback Team Building & Training

Solution:

Outback Team Building & Training selected LinkedIn Sales Navigator to augment its sales prospecting practices and strengthen its relationship management. At present, 16 members of the sales team are set up on the platform. One important function is gathering insight before heading into consultation calls. “Just that little bit of context and perspective I’ve found anyways has allowed us to understand our clients better and put us in a better position to help them out,” says Bryan McWilliams, Employee Engagement Consultant. He adds that Sales Navigator’s ability to sync with Outback’s CRM (Salesforce) was critical in aiding a seamless adoption for his group.

“Having Sales Navigator linked into our CRM and loading up information automatically is huge. It’s massive. It saves the step of searching for the person in LinkedIn and opening another window. Over the course of dozens of contacts per day, this saves hours per week. Very helpful.”



Bryan McWilliams

Employee Engagement Consultant, Outback Team Building & Training

Results:

In less than a year with Sales Navigator, Outback has generated some stellar results through the platform: 75% field size list, 35% win rate list, and 73% influenced revenue. Anecdotally, McWilliams calls out one instance where he was alerted of a previous director-level client of his moving to a decision-making role at a new company, and so he reached out with a congratulatory message. “Incredible timing,” the contact responded, noting that he was planning a kickoff for his team at the new company. The engagement resulted in a contract, and the client was extra appreciative of the time saved in researching and vetting solutions.

75%
field size list

35%
win rate list

73%
influenced revenue

Visit sales.linkedin.com to get started with LinkedIn Sales Navigator